

REMARKS**STATUS OF THE CLAIMS**

In accordance with the foregoing, claims 2, 3, 11 and 12 have been amended. Claims 1-12 are pending and under consideration.

No new matter is being presented, and approval of the amended claims is respectfully requested.

REJECTIONS OF CLAIMS 1-12 UNDER 35 U.S.C. §102(e) AS BEING ANTICIPATED BY STILES ET AL. (U.S. PATENT NO. 6,842,737)

The rejections of claims 1-12 are respectfully traversed and reconsideration is requested.

An object of the present invention is to provide travelers with necessary advertising information at optimal timings and optimal points, elevating the effectiveness of advertising on the users. In other words, advertising information relating to a place that a traveler is currently visiting is provided to the traveler when the traveler is actually there, thereby improving the responsiveness of advertising depending on a location of the traveler.

In contrast, Stiles et al. (hereinafter "Stiles") discloses a method and a system for providing travel information to a consumer. More specifically, Stiles discloses a method and system for producing a "travel intelligence report" (TIR) that provides trip information to a consumer. The TIR includes four sections: Pre-trip information; destination information (for one or more destinations); general advice; and products and services. Each of these sections can be customized to the consumer (the traveler) based upon a personal profile provided to the service provider, the destination, and related issues, such as the season of travel.

The TIR can be a HTML document that is provided to the consumer via a web browser, wireless communication devices, etc. In addition, if the service provider wants to alert the consumer to some important information regarding his or her trip that is not found in the TIR, an e-mail will be transmitted to the consumer. Moreover, hyperlinks can be provided in the TIR that link to companies that provide travel related products. These links can be targeted to the consumer based upon predetermined criteria (e.g., season, destination, country).

Stiles does not teach or even suggest automatically broadcasting to an information terminal for said given person pre-registered advertising information or reference information *in connection with dates and times, and/or places appropriate to the itinerary*, as recited in claim 1. Therefore, according to claim 1, information is provided to a user while the user is actually traveling.

In contrast, the TIR in Stiles is provided to the user immediately after the system is informed of the user's destination (such as after purchasing an airline ticket). The TIR of Stiles does not change simultaneously with the progress of the travel. (See column 7, lines 62 to column 8, line 13). In Stiles, alerts may be transmitted to the user when information becomes available to the service provider. However, this information may be sent to the user long after they have left their destination and arrived home. According to the present invention, the information will be sent to the user when he/she is traveling.

Therefore, it is respectfully submitted that claim 1 patentably distinguishes over the prior art.

Similarly, claim 2 recites "matching the broadcasting prerequisites for the relevant information with the travel schedule, extracting travelers who meet the broadcasting prerequisites, and broadcasting the relevant information to the extracted travelers' communications addresses according to progress of the travel schedule". Therefore, it is respectfully submitted that claim 2 patentably distinguishes over the prior art.

Claim 3 recites broadcasting at predetermined timings said relevant information to the communications addresses for the extracted travelers.

In contrast, the TIR in Stiles is sent to the consumer when the user requests it (e.g., when the consumer logs on to a website to view it). This information is not "broadcast at predetermined timings", as recited in claim 3. Furthermore, an alert, in Stiles, produced by the service provider is sent to the user at the time the alerts are produced. Therefore, Stiles does not disclose extracting travelers who satisfy distribution conditions or to broadcast related information to the extracted traveler/s communications address at a predetermined timing.

Therefore, it is respectfully submitted that claim 3 patentably distinguishes over the prior art.

Claims 4-9 depend from claim 3 and inherit the patentable features thereof. Thus, it is respectfully submitted that claims 4-9 also patentably distinguish over the prior art.

Claim 10 recites "broadcasting at predetermined timings said relevant information to the communications addresses for the extracted travelers", and claim 11 recites "broadcasting at predetermined timings the advertisements to communications addresses for the travelers participating in the travel plans". Therefore, it is respectfully submitted that claims 10 and 11 patentably distinguish over the prior art.

Regarding claim 12, Stiles does not teach or even suggest a plurality of advertiser terminals and a plurality of travel agency terminals connected to the advertisement device via a

network, or allow consumers to specify whether they want to receive advertisements. Further, the system of Stiles does not allow advertisers to directly input their advertising information into the server.

Moreover, claim 12 is amended herein to recite "sending appropriate advertising data to the specified travelers, *in accordance with an itinerary*" (Emphasis added).

Therefore, it is respectfully submitted that claim 12 patentably distinguishes over the prior art.

CONCLUSION

In accordance with the foregoing, it is respectfully submitted that all outstanding objections and rejections have been overcome and/or rendered moot. Further, all pending claims patentably distinguish over the prior art. There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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